ORDER

KSNV

Orders

Order / Rev:	**106970**		
Alt Order #:	06855644		
Product Desc:	BERKLEY FOR SENATE		
Estimate:	30S		
Flight Dates:	09/25/12 - 10/01/12	Primary AE:	Amy McCreary
Original Date / Rev:	09/24/12 / 09/26/12	Sales Office:	BLPHI
Order Type:	GENERAL	Sales Region:	National

Agency

Name:	**Shorr Johnson Magnus**		
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	1831 Chestnut St.	Billing Cycle:	EOM/EOC
	Philadelphia, PA 19103	Agency Commission:	15%

Advertiser

Name:	**Berkley, Shelley for Senate**		
Demographic:	A35+	New Business Thru:	
Product Codes:	PLC01	Order Separation:	00:05:00
Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	60	$37,300.00	$31,705.00
10/01/12	10/01/12	13	$9,100.00	$7,735.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	60	$37,300.00	$31,705.00	0.00
October 2012	13	$9,100.00	$7,735.00	0.00
Totals	73	$46,400.00	$39,440.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	17%	$46,400.00
Market	100%	$272,941.18

Competitive Share	Share	Total
CABLE	0%	$0.00
KBLR	0%	$0.00
KFBT	0%	$0.00
KINC	0%	$0.00
KLAS	37%	$100,988.24
KLVX	0%	$0.00
KSNV-	0%	$0.00
KTNV	23%	$62,776.47
KTUD	0%	$0.00
KVVU	20%	$54,588.24
KVWB	0%	$0.00
LV1	0%	$0.00
UNKWN	3%	$8,188.24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	-TWT---	:30	4	$50.00	3	0.00 NM	4	$200.00

WAKE UP

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating

Order / Rev:	106970	Advertiser:	Berkley, Shelley for Senate
Alt Order #:	06855644	Product Desc:	BERKLEY FOR SENATE
Flight Dates:	09/25/12 - 10/01/12	Estimate:	30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	Wake Up Early w/ Wagne	CM	430a-5a	-TWT---	:30	4	$50.00	3	0.00	NM	4	$200.00

Wake Up Early Wagners

WAKE UP

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-TWT---	4	$50.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	10/01/12	10/01/12	Wake Up Early w/ Wagne	CM	430a-5a	M------	:30	1	$50.00	3	0.00	NM	1	$50.00

Wake Up Early Wagners

WAKE UP

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	M------	1	$50.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	KSNV	09/25/12	09/28/12	M-F 5-6a WakeUp w/Wa	CM	5-6a	-TWTF--	:30	8	$325.00	1	0.00	NM	3	$975.00

M-F 5-6a WakeUp w/Wagners

WAKE UP

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-TWTF--	3	$325.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	KSNV	09/25/12	09/28/12	M-F 6-7a WakeUp w/Wa	CM	6-7a	-TWTF--	:30	6	$650.00	1	0.00	NM	6	$3,900.00

M-F 6-7a WakeUp w/Wagners

WAGNERS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-TWTF--	6	$650.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	*KSNV*	*09/24/12-09/30/12*	*M-F 6-7a WakeUp w/Wagner*	*6-7a*	-TWThF----	*:30*	~~*($650.00)*~~	0.00	*NM*

See MG 4.9,4.10
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
6	*KSNV*	*09/24/12-09/30/12*	*M-F 6-7a WakeUp w/Wagner*	*6-7a*	-TWThF----	*:30*	~~*($650.00)*~~	0.00	*NM*

See MG 4.9,4.10
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
9	KSNV	09/27/12-09/28/12	M-F 6-7a WakeUp w/Wagner	6-7a	---ThF----	:30	$650.00	0.00	NM

Ⓜ MG for 4.1,4.6
[Revised Rate to Reinstate]

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
10	KSNV	09/27/12-09/28/12	M-F 6-7a WakeUp w/Wagner	6-7a	---ThF----	:30	$650.00	0.00	NM

Ⓜ MG for 4.1,4.6
[Revised Rate to Reinstate]

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	KSNV	10/01/12	10/01/12	M-F 5-6a WakeUp w/Wa	CM	5-6a	M------	:30	2	$450.00	1	0.00	NM	2	$900.00

M-F 5-6a WakeUp w/Wagners

WAKE UP

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	M------	2	$450.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KSNV	10/01/12	10/01/12	M-F 6-7a WakeUp w/Wa	CM	6-7a	M------	:30	2	$700.00	1	0.00	NM	2	$1,400.00

M-F 6-7a WakeUp w/Wagners

WAGNERS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	M------	2	$700.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KSNV	09/25/12	09/28/12	Today Show	CM	658a-9am	-TWTF--	:30	6	$850.00	1	0.00	NM	6	$5,100.00

Today Show

TODAY SHOW

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-TWTF--	6	$850.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 8	KSNV	10/01/12	10/01/12	Today Show	CM	658a-9am	M------	:30	2	$900.00	1	0.00	NM	2	$1,800.00

Today Show

TODAY SHOW

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	M------	2	$900.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	KSNV	09/25/12	09/28/12	M-F Today Show II 3rd H	CM	9-10a	-TWTF--	:30	3	$350.00	1	0.00	NM	3	$1,050.00

M-F Today Show II

TODAY SHOW II

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-TWTF--	3	$350.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	KSNV	09/25/12	09/28/12	Noon News	CM	12-1230pm	-TWTF--	:30	3	$425.00	1	0.00	NM	3	$1,275.00

Noon News

NEWS

Order / Rev:	106970	Advertiser:	Berkley, Shelley for Senate	
Alt Order #:	06855644	Product Desc:	BERKLEY FOR SENATE	**KSNV**
Flight Dates:	09/25/12 - 10/01/12	Estimate:	30S	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	KSNV	09/25/12	09/28/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	3	$425.00	1	0.00	NM	3	$1,275.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-TWTF--	3	$425.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	*KSNV*	*09/24/12-09/30/12*	*Noon News*	12-1230pm	-TWThF----	*:30*	~~($425.00)~~	0.00	*NM*

See MG 12.5
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
5	KSNV	09/27/12-09/28/12	Noon News	12-1230pm	---ThF----	:30	$425.00	0.00	NM

Ⓜ MG for 12.1 09/26
[Revised Rate to Reinstate]

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	KSNV	10/01/12	10/01/12	Noon News Noon News	CM	12-1230pm	M------	:30	1	$425.00	1	0.00	NM	1	$425.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	M------	1	$425.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	KSNV	09/25/12	09/28/12	Dr. Phil Dr Phil	CM	3-4p	-TWTF--	:30	8	$225.00	3	0.00	NM	4	$900.00

DR. PHIL

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-TWTF--	4	$225.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	KSNV	09/30/12	09/30/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	------S	:30	2	$900.00	2	0.00	NM	2	$1,800.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	------S	2	$900.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 23	KSNV	09/25/12	09/28/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	-TWTF--	:30	4	$225.00	3	0.00	NM	2	$450.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-TWTF--	2	$225.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	KSNV	09/25/12	09/28/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	-TWTF--	:30	4	$700.00	1	0.00	NM	4	$2,800.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-TWTF--	4	$700.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	KSNV	10/01/12	10/01/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	M------	:30	1	$725.00	1	0.00	NM	1	$725.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	M------	1	$725.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 26	KSNV	09/25/12	09/28/12	M-F Early News M-F Early News	CM	5-630p	-TWTF--	:30	5	$1,000.00	1	0.00	NM	5	$5,000.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-TWTF--	5	$1,000.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 28	KSNV	10/01/12	10/01/12	M-F Early News M-F Early News	CM	5-630p	M------	:30	1	$1,200.00	1	0.00	NM	1	$1,200.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	M------	1	$1,200.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 30	KSNV	09/25/12	09/28/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	-TWTF--	:30	3	$800.00	1	0.00	NM	3	$2,400.00

FACE TO FACE

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-TWTF--	3	$800.00	0.00

Order / Rev:	106970	Advertiser:	Berkley, Shelley for Senate	
Alt Order #:	06855644	Product Desc:	BERKLEY FOR SENATE	**KSNV**
Flight Dates:	09/25/12 - 10/01/12	Estimate:	30S	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 30	KSNV	09/25/12	09/28/12	FacetoFace/Ralston Repo Face to Face w/ J.Ralston	CM	730-758pm	-TWTF--	:30	3	$800.00	1	0.00	NM	3	$2,400.00

FACE TO FACE

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-TWTF--	3	$800.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
2	*KSNV*	*09/24/12-09/30/12*	*FacetoFace/Ralston Report*	730-758pm	-TWThF----	*:30*	~~($800.00)~~	0.00	*NM*
4	KSNV	09/27/12-09/27/12	FacetoFace/Ralston Report	730-758pm	---Th-----	:30	$800.00	0.00	NM

Spot 2: *See MG 30.4*
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE

Spot 4: Ⓜ MG for 30.2 09/26
[Revised Rate to Reinstate]

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 31	KSNV	10/01/12	10/01/12	FacetoFace/Ralston Repo Face to Face w/ J.Ralston	CM	730-758pm	M------	:30	1	$900.00	1	0.00	NM	1	$900.00

FACE TO FACE

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	M------	1	$900.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 32	KSNV	09/29/12	09/29/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	$225.00	2	0.00	NM	1	$225.00

VEGAS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-----S-	1	$225.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 33	KSNV	09/25/12	09/28/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	-TWTF--	:30	3	$1,000.00	1	0.00	NM	3	$3,000.00

JEOPARDY/WHEEL

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-TWTF--	3	$1,000.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	KSNV	09/29/12	09/29/12	Weekend Jeopardy/Whee WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	$500.00	1	0.00	NM	1	$500.00

JEOPARDY/WHEEL

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-----S-	1	$500.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 41	KSNV	09/25/12	09/28/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	3	$425.00	1	0.00	NM	3	$1,275.00

TONIGHT SHOW

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-TWTF--	3	$425.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 42	KSNV	10/01/12	10/01/12	The Tonight Show Tonight Show	CM	1135p-1237a	M------	:30	1	$500.00	1	0.00	NM	1	$500.00

TONIGHT SHOW

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	M------	1	$500.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 43	KSNV	09/25/12	09/28/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	3	$1,100.00	1	0.00	NM	3	$3,300.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-TWTF--	3	$1,100.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 44	KSNV	10/01/12	10/01/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M------	:30	1	$1,200.00	1	0.00	NM	1	$1,200.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	M------	1	$1,200.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 45	KSNV	09/29/12	09/30/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	$1,100.00	1	0.00	NM	2	$2,200.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-----SS	2	$1,100.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 46	KSNV	09/30/12	09/30/12	News 3 Sunrise - SUNDA News 3 Sunrise SUNDAY	CM	6a-7a	------S	:30	1	$325.00	1	0.00	NM	1	$325.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating

Order / Rev:	106970	Advertiser:	Berkley, Shelley for Senate	
Alt Order #:	06855644	Product Desc:	BERKLEY FOR SENATE	**KSNV**
Flight Dates:	09/25/12 - 10/01/12	Estimate:	30S	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 46	KSNV	09/30/12	09/30/12	News 3 Sunrise - SUNDA News 3 Sunrise SUNDAY	CM	6a-7a	------S	:30	1	$325.00	1	0.00	NM	1	$325.00
	NEWS														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 09/24/12	09/30/12	------S	1	$325.00	0.00								
E 47	KSNV	09/30/12	09/30/12	Sunday Today Sunday Today	CM	7a-8am	------S	:30	1	$625.00	1	0.00	NM	1	$625.00
	SUN TODAY														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 09/24/12	09/30/12	------S	1	$625.00	0.00								
												Totals		73	$46,400.00